

**Amendment and Response**

Applicant: Adam Grablick

Serial No.: 10/662,769

Filed: September 15, 2003

Docket No.: G180.148.101 / 6226US

Title: CONSUMER PRODUCT DISPLAY

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**IN THE CLAIMS**

Please cancel claims 27-36 without prejudice.

Please add claim 37.

Please amend claims 1, 14-16, and 22 as follows:

1.(Currently Amended) A consumer product display comprising:

a display strip defining a front face and a back face which combine to form a lower section and an upper section, wherein the upper section defines a hanging means and the lower section of the front face is characterized by a non-adhesive layer and an exposed adhesive recessed relative to the non-adhesive layer wherein the non-adhesive layer is formed of a material including at least one of sheet paper and sheet plastic; and

a plurality of consumer products, each separately and removably adhered to the lower section of the front face via the exposed adhesive.

2.(Original) The consumer product display of claim 1 wherein the lower section of the front face defines a plurality of discrete product affixing areas, each characterized by an exposed adhesive.

3.(Original) The consumer product display of claim 1, wherein the upper section of the front face has a surface area of at least 3 in<sup>2</sup>.

4.(Original) The consumer product display of claim 3, wherein:

a first one of the plurality of consumer products has an associated product footprint defined by a contact area between the first one consumer product and the lower section of the front face of the product display strip, and further wherein the first one of the plurality of discrete product affixing

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areas is configured to provide an exposed adhesive surface area that is less than the product footprint.

5.(Original) The consumer product display of claim 3, wherein each of the plurality of consumer products includes an outer package that resists tearing up to a maximum force, and further wherein each of the discrete product affixing areas is configured to establish an adhesive peel strength that is less than the maximum tear force of the outer package.

6.(Original) The consumer product display of claim 3, wherein a first one of the plurality of consumer products includes an outer package, and:

    further wherein the outer package includes indicia which define a conventional viewing orientation of the product, and

    further wherein a first one of the plurality of discrete product affixing areas defines a desired viewing orientation corresponding to the conventional viewing orientation of the first one of the plurality of consumer products.

7.(Original) The consumer product display of claim 6, wherein the outer package is generally rectangular defining a major axis and a minor axis, and the conventional viewing orientation of the product includes the major axis being arranged horizontally.

8.(Original) The consumer product display of claim 6, wherein the outer package of the first consumer product is generally rectangular defining a major axis and a minor axis, and the conventional viewing orientation of the product includes the major axis being arranged vertically.

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9.(Original) The consumer product display of claim 6, wherein a shape of the first product affixing area corresponds with a shape of the outer package of the first consumer product.

10.(Original) The consumer product display of claim 6, wherein each of the plurality of discrete product affixing areas defines an identical desired viewing orientation.

11.(Original) The consumer product display of claim 1, wherein the hanging means includes a hole.

12.(Original) The consumer product display of claim 1, wherein the hanging means includes:

- a fold line formed in the upper section such that the upper section defines a leading free edge above the fold line;

- a first hole formed in the upper section above the fold line; and

- a second hole formed in the upper section below the fold line;

wherein the first hole and the second hole are located relative to each other such that when the upper section is in an unfolded state the holes are linearly aligned perpendicular to the fold line and separated equidistant to the fold line, and when the upper section is in a folded state, the leading free edge is folded to the back face whereby the first hole and the second hole form a continuous hole through the upper section.

13.(Original) The consumer product display of claim 12 wherein the leading free edge is adhered to the back face in the folded state.

14.(Currently Amended) ~~The consumer product display of claim 1~~A consumer product display comprising:

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a display strip defining a front face and a back face which combine to form a lower section and an upper section, wherein the upper section defines a hanging means, and further wherein the display strip includes:  
a template strip defining a front face, a back face, an upper portion and a lower portion; and  
a carrier strip defining a front face and a back face, the front face of the carrier strip being covered with an adhesive;  
wherein the front face of the carrier strip is adhered to the back face of the template strip such that at least a portion of the adhesive remains exposed relative to the lower portion of the template strip to define discrete product affixing areas characterized by an exposed adhesive, wherein each of the discrete product affixing areas is substantially similarly sized and shaped;  
and  
a plurality of consumer products, each separately and removably adhered to at least one discrete product affixing area via the exposed adhesive.

15.(Currently Amended) The consumer product display of claim 14, wherein the exposed adhesive defines a plurality of discrete product affixing areas that are substantially rectangular in shape.

16.(Currently Amended) The consumer product display of claim ~~15~~14, wherein the plurality of discrete product affixing areas is defined by a plurality of openings in the lower portion of the template strip.

17.(Original) The consumer product display of claim 16, wherein the plurality of openings in the lower portion of the template strip is formed by two longitudinal bands that are connected by a plurality of latitudinal bands.

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18.(Original) The consumer product display of claim 17, wherein each of the plurality of openings in the lower section of the template strip is generally rectangular in shape and landscape in orientation.

19.(Original) The consumer product display of claim 16, wherein each of the plurality of openings are generally circular in shape.

20.(Original) The consumer product display of claim 14, wherein the adhesive is a pressure sensitive adhesive.

21.(Original) The consumer product display of claim 14, wherein the template strip is formed of paper.

22. (Currently Amended) The consumer product display of claim 14, wherein the template strip is ~~at least~~ from approximately 3.5 mils to approximately 4.5 mils thick.

23.(Original) The consumer product display of claim 22, wherein the template strip is approximately 4.5 mils thick.

24.(Original) The consumer product display of claim 14, wherein the hanging means includes the upper portion having a hole.

25.(Original) The consumer product display of claim 1, wherein a total length of the display strip is not greater than approximately twenty-three inches.

26.(Original) The consumer product display of claim 1, wherein the upper section includes indicia.

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27.-36. (Cancelled)

37.(New) A consumer product display comprising:

a display strip including:

a template strip defining a front face, a back face, an upper portion and a lower portion, the upper portion defining a hanging means, the hanging means including:

a fold line formed in the upper section such that the upper section defines a leading free edge above the fold line;

a first hole formed in the upper section above the fold line; and

a second hole formed in the upper section below the fold line; and

a carrier strip defining a front face and a back face, the front face of the carrier strip being covered with an adhesive;

wherein the front face of the carrier strip is adhered to the back face of the template strip such that at least a portion of the adhesive remains exposed relative to the lower portion of the template strip to define an exposed adhesive; and

further wherein the front face of the carrier strip is adhered to the back face of the template strip over the free edge of the upper section to secure the free edge against the back face of the template strip such that the first hole and the second hole in the upper section are substantially aligned; and

a plurality of consumer products, each separately and removably adhered to at least one discrete product affixing area via the exposed adhesive.